City of San Marcos Master Plan

Visioning Workshop – September 20th, 2007







TOWNSCAPE, Inc.





Presentation Outline

Introduction
Market Analysis & Economic Development
Lessons Learned

- Creative Class
- Town Planning Precedents

Planning Principles
Big Ideas







1-KICK-OFF MEETING

City Planning Department (5)

MAR 26, 2007

Downtown Master Plan Task Force (5)





2-INITIATION WORKSHOP

Community Forum #1 (54)

APR 24, 2007

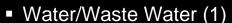




3-ANALYSIS WORKSHOP

Public Safety (1)

MAY 21, 2007



Assistant City Managers (2)

Main Street/Downtown Association (4)

Texas State (3)

Public Works/Airport/Electric (4)

Engineering (3)

Commuter Rail District (2)

Public Forum #2 (52)

Community Walking Tour (25)

MAY 22, 2007





Discussion & Zanian Brassatation

Planning & Zoning Presentation (9)

4-VISION WORKSHOPS

• Community Forum #3 (49)

• Mayor Work Session (1)

• Community Forum #4 (TBD)

DEVELOPMENT WORKSHOP

REFINEMENT WORKSHOP

• Final Plan

AUG 8, 2007 SEP 7, 2007 SEP 20, 2007

TBD

TBD























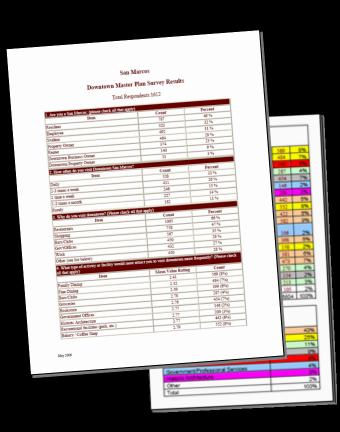


COMMUNITY OUTREACH

- Community Forums
 - Press Releases
 - Stakeholder Invitations:

 Property Owners, Businesses, City Boards & Commissions,
 Planning & Zoning Commission, Texas State Administration/
 Faculty, Texas State Students, Hays County Commissioners,
 San Marcos CISD Board...

Office of the Mayor May 10, 2007 Assest 31, 2007 shoot for steeds Dr. Denive Transh City of San Marcos Texas State University 601 University Drive San Marcos, Texas 7560 Contact: Melissa Millecam, Communications Manager
Phone (1239):4106 Cell: 512-393-4115 e-mail: millecam melissatio: san-marcot t-i.e. I am excited that we as mentally and make Plus is a crucial comp Second Workshop, Tour Slated for Downtown Master Plan man Marie The second community workshop on the Dovations Master Plan will be held Monday, and 1 is 9 m. at the 5 as Marcos Activity Centler, 501 E. Hopkins, with a special mixiation exceeded to board and commission members, downtown property owners, businesses and reachiers, universelve darff and flumber and the consent while businesses and reachiers. sconnendations for development, parkins relucular, bucycle), us mynanon excessed to some ana commission memoers, covarionin property businesses and residents, university staff and faculty and the general public. Dance Sparks Edophone: 512-593-8148 with the university of A walking tour is also scheduled for Tuesday, May 22, 2007 from 9 a.m. to 10:30 a.m. People interested in the walking tour should meet at the Main Street Program office located at 202 East Hopkins. cial meeting on Call Planning & D. Const. Stancon, or The City of San Marco Planning & Development Department and Broaddas & Associates, the Downsons Master Pan consultants, will host the workshop and tour, Secured on the fitting of the City's Instone dosumous. will present prelima notify for co. peress made in the The workshop is the second of four anticipated workshops and will dig deeper into specific times about downtown, and Andy Alarcon, Long Pange Planner. the City's website The consultants are looking for comment, idea, and opportunities that will further enhance the downtown area. The Master Plan will serve as a guide to further improve and enhance the downtown as a Vibrant central business area while preserving its historic character. Plan' quick hole. "We are looking for a wide range of public input to help develop recommendations for "We are locking for a water range of purior input to neep occessor recommensations ror future downtown development," and Alarcón. "This is an opportunity to ell the City white about downtown and what is important to you and your beamest, such as a regarding or the commensation of the city of the commensation of the city of the c want you make about gowingous and what is important to you and your business, such as retail commercial opportunities, parking, trainer oriented development, traffic circulation Stakeholder Surveys (prior to project initiation)



COMMUNITY OUTREACH

- Downtown Master Plan Web Page
 - Past presentations
 - Workshop notes
 - Downtown survey results
 - Planning sketches
 - Task Force members
 - Master Plan study area

Planning and Development

Downtown Master Plan

Contact: Andy Alarcón, Chief Planner, 512-393-8230



Hopkins Street in early evening (Photo by Melissa Millecam)



Downtown Master Plan Visioning Work Session

dialogue about potential master plan recommendations



■ QUICK LINKS

PLANNING HOME

CDBG

Citywide Rezoning Completed 2005

Building Inspections & Building Requirements

Planning and Zoning Commission Agendas

*LIVE P&Z Commission Video Stream (When in session)

Previous
Planning
& Zoning
Comm.
Meeting
Video Streams

Annexations

Impact Fee Ordinance

Code of Ordinances

Applications and Forms

Comprehensive Planning

Historic Preservation

> <u>Land</u> Development

http://www.ci.san-marcos.tx.us/departments/planning/DowntownMasterPlan.htm

RESIDENT

STUDENT

BUSINESS TOURISM

NEWS & EVENTS

DEPARTMENTS

VIDEO STREAMS

EMPLOYMENT

PROJECTS
ONLINE SERVICES

Click Here to

make an Online Utility Payment

The work session involved a four part presentation that included:

1. Place Making & the Creative Class (Townscape/Broaddus)

the Planning & Zoning Commission and other interested community members in a

- Prace Making & the Creative Class (Townscape/Broaddus)
 Market Analysis & Economic Development Considerations (TIP)
- Planning Guiding Principles (Townscape/Broaddus)

<u>Project</u>

■ DOCUMENTS

<u>San Marcos</u> <u>Today</u>

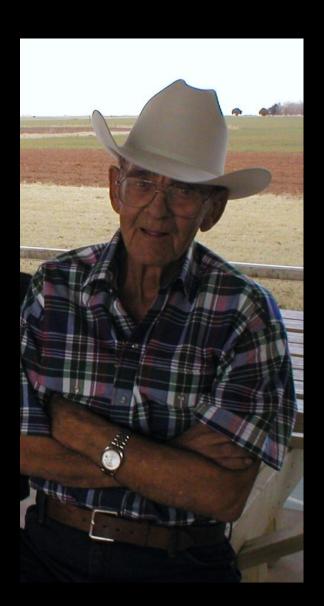
Demographic

COMMUNITY OUTREACH



WHO SHOULD BE INVOLVED?

"I'm against anything I'm not in on."



Who should be involved?

"I'm against anything I'm not in on."

